

*E. E. Howard Esq.*

TOWN TOPICS PUBLISHING CO.

*J. S. Wright*



# EDMONTON

AND ITS  
OPPOR-  
TUNITIES

1929



Let us solve your hot air heating problems with 17 years' experience.



At your service in the same place with the same staff, in the downtown central location.

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Are you building a new home? Or has the past winter shown your present heating plant to be unequal to the task of providing the warmth and comfort you require.

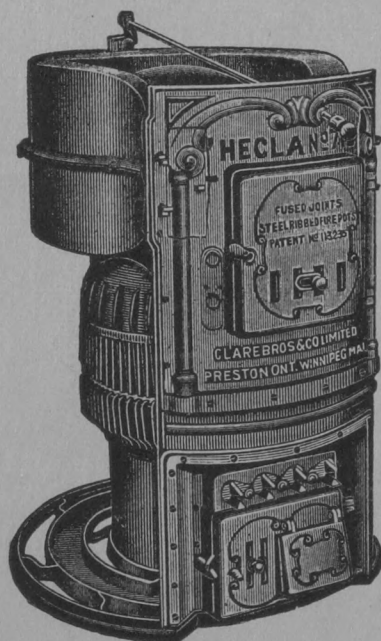
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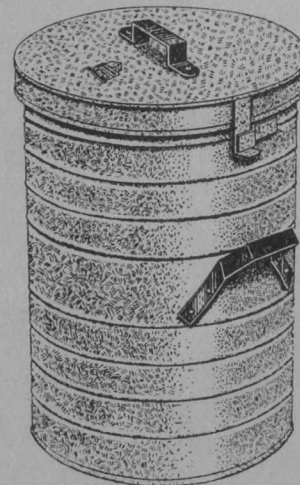
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## HECLA AND SUCCESS FURNACES

Features: Patented steel rib fire pots—(guaranteed 20 years); patented fused joints; circular water pan; return flue radiator.

We are exclusive agents for CLARE BROS. line of FURNACES FOR THE CITY OF EDMONTON.



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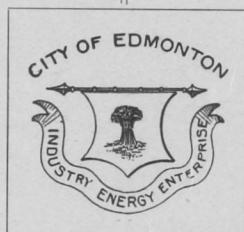
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EDMONTON, ALTA.

RP/87 685-

# THE STORY OF EDMONTON

That Was—And Is—That Will Be



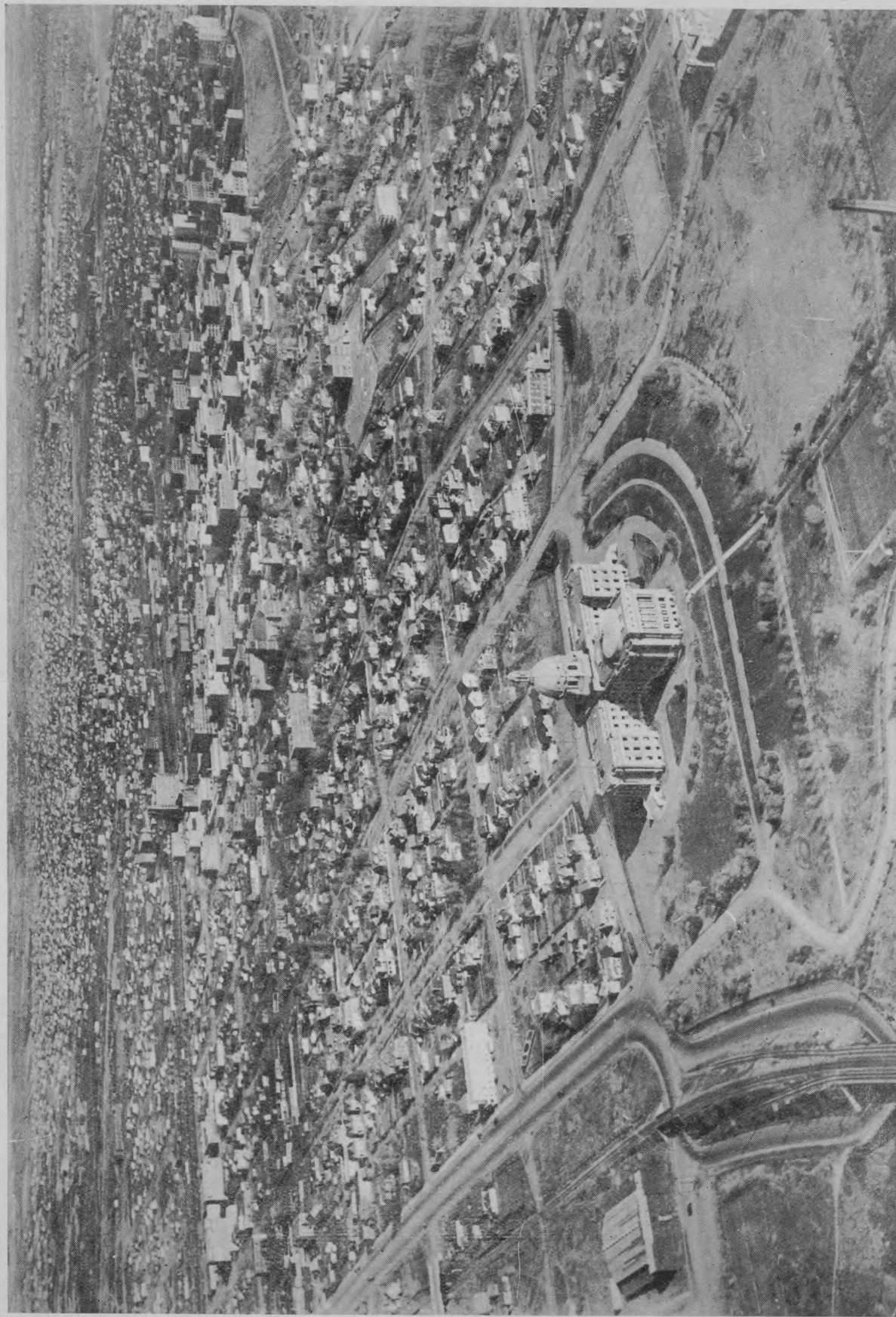
*Published under the auspices of the Federated Community  
Leagues of Edmonton, Alberta, by*

**THE TOWN TOPICS PUBLISHING COMPANY**

*437 Tegler Building - - - Edmonton, Alberta*



## EDMONTON—CITY OF DESTINY



Copyright, W. J. Oliver, Calgary, Alta.  
Aerial View of the Capital City of Alberta,

Trading Centre for Central and Northern Alberta, Famous Farming, Industrial and Mining Areas.  
Courtesy R. L. Greene & Co., Ltd.



# PREFACE

"Behind the squaw's light birch canoe  
The steamer rocks and raves,  
And city lots are staked for sale  
Above old Indian graves."

"I hear the tide of pioneers  
Of cities yet to be,  
The first low wash of waves  
Where soon shall roll a human sea."

1885

A COMPANY of land seekers were riding along a typical Western Canadian "highway"—a trail. For hour after hour they had followed its course past little grass bordered, duck haunted lakes; over undulating ridges, which in Alberta, follow each other like ocean waves. Mounting the crest of one of these prairie billows, the party halted to view the vision, which compelled exclamations of wonder and delight. How strikingly beautiful it all was; and what infinite possibilities were wrapped up in the future of such a region!

But there was one in the party to whom the spectacle failed to appeal. This man said: "For my part, I cannot perceive anything in this eternal vastness which I should be enthused about."

You cannot, said one of the "Seers." "Then my friend, you have not acquired the western vision. I can see, in these vast lands, a tremendous population of the world's best people, busy with the building details of the world's finest and best civilization. Yonder on those high banks of the Saskatchewan River, I see, in the immediate future, a splendid city—throbbing with the matchless energy of Alberta's thousands. Along this trail, where oxen tread—tomorrow—giant locomotives will whirl their way; fast motor cars hold the roads; with the hum of the airplane overhead.

All this wilderness of grass will be carpeted with golden grain; highways will turn square corners past splendid country farms, the appointments of which will testify to the opulence the west bestows upon those who trust her.

Where today, the gopher sits erect, whistling its startled greetings to the passerby—tomorrow—will see the industrial scrapers, reared high, the spires and domes, serving over 600,000 people.

Where today, is only wasted wild hay, tomorrow—will realize a wealth of cultivated produce staggering in its immensity and value.

And you, my friend, must be one of us. Must come to discern, to participate, if ever so slightly, in this glowing future of Edmonton and the great last west.

1928

A few years lapse.

Men are clamouring for lands. The lands of the west clamour for men. These clamours have been heard, each by the other, and so the civilizations of the world have commenced to pour their strong, resistless spirits into the vast land of the "Setting Sun."

Those here, so far, are only the blazers of the trail.

Fast on their trail will shortly come, and is coming, the vast body of home seekers, of industrialists, of tourists, eagerly looking for a place under the western sun.

Only a short time ago they came by ox-cart. There were no roads.

Today, the locomotive, the motor car and even the airplanes, wings of the morning of a new day for Alberta, are bringing the new seekers after land and opportunity to wealth, Edmonton and prosperity.

WELCOME TO ALBERTA. . . . .



# MEN AT THE HELM OF ALBERTA



## MEMBERS OF CABINET, PROVINCE OF ALBERTA

Top, Left to Right—Hon. Perren E. Baker; Hon. Geo. Hoadley; Hon. J. E. Brownlee (Premier); Hon. O. L. McPherson. Centre—Hon. Vernon W. Smith; Parliament Buildings, Edmonton, Alta.; Hon. R. G. Reid. Bottom—Hon. J. F. Lymburn; Medical Building, University of Alberta; Hon. (Mrs.) Irene Parlby.

## EDMONTON—THE NORTHERN GATEWAY

### Basic Factors in Edmonton's Growth

Edmonton's transformation, in less than thirty years, from a tiny Hudson's Bay trading post, into a commercial and industrial centre teeming with opportunity, is a remarkable illustration of the new development coming to Western Canada.

The development of huge farming areas, the expansion of the lumbering industry, coal mines, water powers, scenic points, and lastly the known fact that to the great fur trade of the north must now be added the coming development of its pre-Cambrian mining areas is creating a metropolis where Edmonton stands, almost overnight.

That Edmonton has arrived is the verdict of all familiar with its splendid situation. Edmonton must therefore fulfill its slogan as a "City of Destiny."



# THE WESTERN ERA HAS ARRIVED—EDMONTON FACING TREMENDOUS GROWTH



Trade Zone Map of Edmonton and Its District

## IT WAS SAID IN 1898

"The future of Edmonton is assured. As a trading centre, as an agricultural centre, as a mining and lumbering centre, as a railway and supply centre, for the great north lands, for the tremendous farming and timbered areas surrounding it."

## TODAY—1929

Large industrial concerns seeking openings for western trade and development are investigating Edmonton as a logical industrial centre.

These people know that the western era has arrived. They know the market is there and so are entering the western field via Edmonton.

They do so on the grounds that Edmonton—

1. Is the most centrally situated point in Alberta.
2. Has ample power, well located sites, and supply of labor.
3. Is a railway centre of importance.
4. Is the logical and most convenient point from which to do business in the West.

**ALL ROADS LEAD TO EDMONTON—KEY OF THE CENTRAL WEST**



# Facts and Figures Tell Vivid Story of Wonderful Progress in the Province of Alberta

## ALBERTA'S NATURAL RESOURCES OFFERS UNLIMITED OPPORTUNITIES

Realizing the vast potential wealth which these resources represent, financial interests, after thorough surveys, are confidently making investments and undertaking projects which will contribute greatly to the industrial growth of the province. Investors and manufacturers alike are rapidly taking advantage of the fact that Alberta's resources include:

**MORE THAN** fourteen per cent of the world's coal reserves and eighty-seven per cent of the coal reserves of Canada.

**MORE THAN** sixty-six per cent of the annual petroleum production of the entire Dominion.

**MORE THAN** sixty-three per cent of the natural gas produced annually in the Dominion, providing an unlimited supply of this valuable fuel.

**MORE THAN** fifteen thousand square miles underlaid by bituminous sands, stated by geologists to comprise one of the richest potential oil fields in the world.

**MORE THAN** sixty thousand square miles of merchantable timber, providing an abundance of building material for home use and export.

**MORE THAN** two thousand square miles of lakes, many of which are yielding fish in commercial quantities, noted for their excellence.

**MORE THAN** one million H.P. of water power utilized and available for hydro-electric development.

**MORE THAN** twenty-nine million dollars worth of mineral production annually. In addition to coal, this represents extensive deposits of salt, ceramic clays, building stone, gypsum, talc, bentonite, and ochre, and in most cases development is only in its infancy.

**MANY** thousands of miles of pre-Cambrian mineral formation, concerning which, geologists hold forth excellent prospects of development and discovery.

A steadily growing population of some 630,000, providing an ever widening market for manufactured products in all lines.

The Province covers 255,285 square miles and is thus greater than France, Germany, of the British Isles. The population per square mile is 2.4, compared with 389 in Great Britain.

### General Statistics

Number of Voters .....	157,129
Per Capita Wealth .....	\$ 3,459
Immigration, 1927 .....	15,425
Imports, 1926 .....	\$ 30,758,273
Number of Farms, 1926 .....	77,130
Farm Production, 1926 .....	\$330,143,152
Dairy Production, 1923 .....	\$ 20,750,000
Gross Revenue, 1927 .....	\$367,733,000
Production Per Family, 1927 .....	\$ 2,731
Production Per Farm, 1927 .....	\$ 4,385
Number of Schools .....	3,041
Number of Telephones .....	55,687
Number of Trade Union Members .....	14,859
Number of Banks .....	276
Total Railway Mileage .....	5,300
Per Capita Buying Power .....	\$ 700
Factory Pay Roll .....	\$ 11,785,604

In 1927 Alberta led all Canadian provinces in progress made.

### Character of Industries

	Per Cent.
Agriculture .....	73.6
Manufactures .....	13.0
Mining .....	6.4
Construction .....	3.5
Forestry .....	1.3
Electric Power .....	1.2
Fishing and Trapping .....	1.0
	100.0

### Occupations of Alberta Citizens

	Male	Female
Agriculture .....	53.0	10.4
Building Trades .....	8.1	.1
Domestic Servants .....	3.5	46.0
Civil Government .....	2.8	1.9
Fishing .....	.6	.....
Forestry .....	.5	.....
Manufactures .....	5.7	8.7
Mining .....	3.5	.....
Professional .....	2.4	20.7
Merchandizing .....	8.5	10.4
Transportation .....	11.4	1.8

### EDMONTON IS THE LOGICAL CENTRE OF THIS FIELD

Being situated just south of the centre of the province.



# Edmonton



# That Was

**"The memory of what has been  
And never more shall be."**



This is the story of Edmonton, when, as a tiny fur trading post, it started upon its upward journey towards becoming the capital of Alberta and the trading centre of Central and Northern Alberta. Its past is a notable chapter in the romance of western development and forms a fitting background for its rapid present growth into a cosmopolitan centre of activity, trading and industry.

Destiny has marked out for the splendid Province of Alberta a rapid and brilliant growth and in outlining Edmonton's share in Alberta's prosperity, one must hesitate to prophesy how infinitely great the future must be. However, pictures tell the story of that wonderful past when Edmonton started in 1808 as a tiny Hudson's Bay Post surrounded by vacant lands which today are tilled and developed and populated with over 350,000.

## OLD EDMONTON

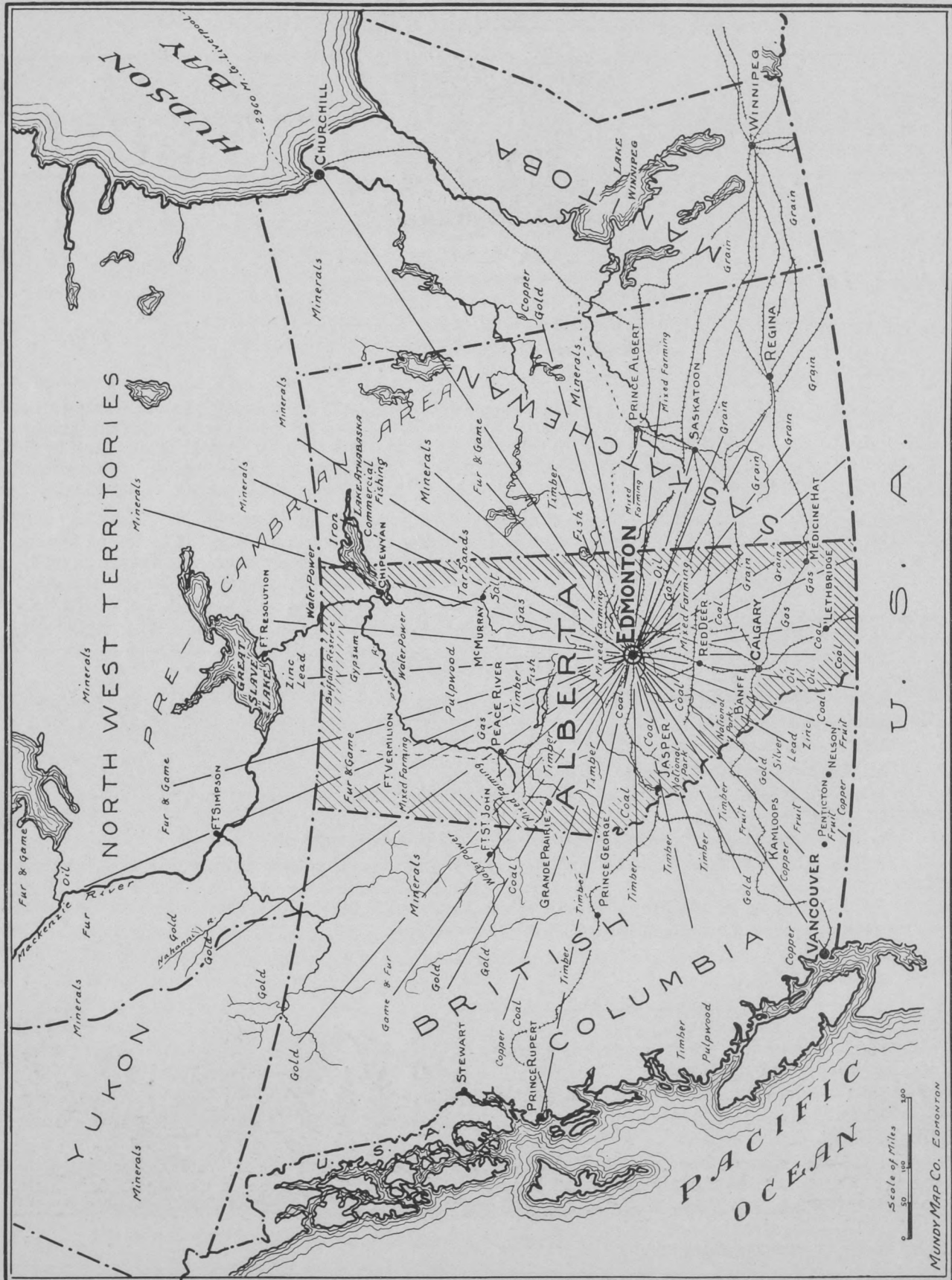
- 1808—Old Fort Edmonton established.
- 1810—Abandoned.
- 1819—Re-established.
- 1841—Sir George Simpson visits Edmonton.
- 1858—Captain John Palliser and James Hector visits Edmonton prior to crossing the Canadian Rockies.
- 1871—First church mission established by the Rev. George McDougall.
- 1872—First transcontinental railroad survey made through Edmonton by Sandford Fleming.
- 1874—Arrival of the Royal North West Mounted Police.
- 1876—First mail service established with Winnipeg.
- 1881—The Edmonton Bulletin established by Hon. Frank Oliver.
- 1885—Riel Rebellion.
- 1891—C.P.R. reaches Strathcona on south bank of Saskatchewan.
- 1892—Edmonton incorporated as a town, Mat. McAuley, first mayor.
- 1897—Klondike rush through Edmonton.
- 1904—Edmonton incorporated as a city, William Short, first mayor.
- 1905—Edmonton becomes capital city of Alberta; Canadian Northern Railway builds into Edmonton.
- 1912—Strathcona and Edmonton, rival cities, unite as greater Edmonton.





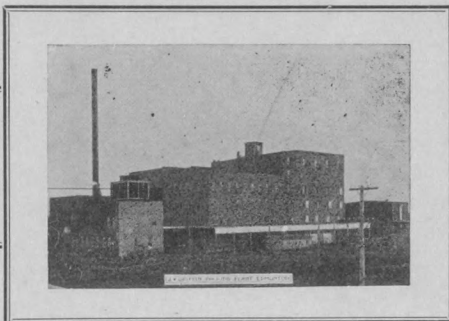
# MAP SHOWING NATURAL RESOURCES

NOTE—A glance at this map shows Edmonton's splendid central position as related to Alberta. It also shows its central position between the Pacific, the Hudson Bay, and the shortest line from Europe to Asia.





# Edmonton



# That Is

## "THE MARCH OF THE ENCROACHING CITY"



If one dared to parody "The Deserted Village" and were to apostrophise thus:

"Great Edmonton—The livest city of the western plains"; he should have something to say of very full weight to justify the standing ascribed today to the Capital City of Alberta.

And he would have it.

The City of Edmonton as it is will amply substantiate a far higher eulogy than the term "Great Edmonton"—the livest city of the western plains, "implies." That term does not commence to convey an adequate impression of the commanding, the supreme "life" that characterizes the Edmonton of 1929. We have already mentioned the fact that Edmonton started in 1808 as a tiny Hudson's Bay outpost. Today it has a population of around 75,000 people, most of whom have arrived in the past 25 years. That in itself is an extraordinary record of "liveliness."

Sir John Foster Fraser, well known Imperialist, after visiting Edmonton, and with world-wide knowledge of the Empire, states: "Edmonton possesses the finest site for a metropolis in the British Empire."

The Edmonton of today is a thriving centre of industry, trading and activity, with two transcontinental railways entering its doors. The gateway to the great unknown North; the centre of a splendid agricultural area; the trading and supply point of the fast growing Peace River areas; a beautiful city; located in the most scenic spot of Alberta.

The Edmonton of today is facing an industrial development unprecedented in its history. Settlers are flocking in to take up rich farming lands in its fertile districts. The tourist is discovering new paths of scenic beauty for exploration; so Edmonton rests secure in its heritage as the STRATEGIC CENTRE OF THE WEST.



The portal to Edmonton from its highways.



## FROM SEEDING TO THE MILL—EDMONTON LEADS THE WAY



In the glorious sunshine  
of Alberta's spring, the  
seed drill impregnates  
the rich Alberta soil.

## CHAMPION GROWER OF CHAMPIONSHIP GRAIN —

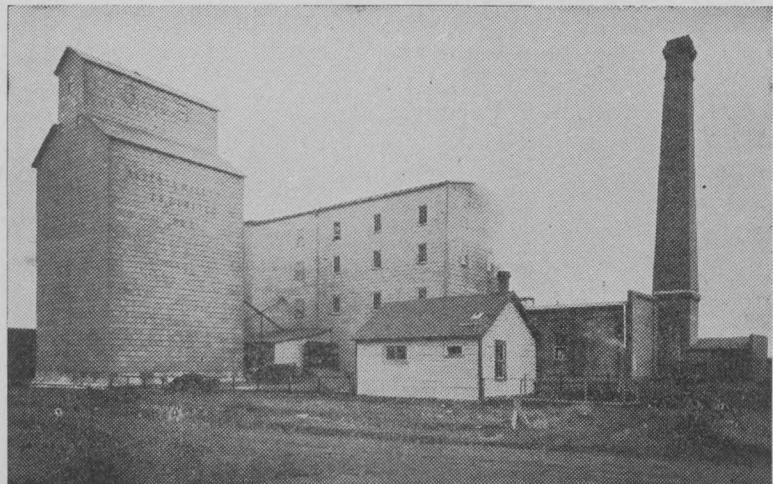


Herman Trelle, Peace River, (Edmonton District), World's Champion Grain Grower.

## The Ogilvie Flour Mills Limited

Where rich Alberta  
grain is converted  
into Canada's famous  
flour.

Mill and Office:  
EDMONTON - ALBERTA



# FACTS AND FIGURES CONCERNING EDMONTON AND ITS OPPORTUNITIES

## EDMONTON—"A CITY OF DESTINY"

All the basic industries in Northern Alberta, of which Edmonton is the central point, have shown a steady and substantial increase in production during the past few years. This is the result of wider markets, new methods of production and new capital which is readily available in increasing amounts for any project with reasonable prospects of success.

The great diversity of raw materials available in Northern Alberta means that Edmonton, as its natural trading, wholesale, retail, manufacturing and industrial centre, must progress rapidly during the coming years.

## GREAT NATURAL RESOURCES

### Edmonton—The Centre

Edmonton and its district perhaps comprises the richest part of Alberta. It has the Wainwright oil fields to the east of it; large coal areas; many millions of feet of timber; great scenic attractions in the foothills centering around Jasper Park; large agricultural, dairying and stock raising areas; tar sand deposits to the north, and the new potential mineral and other development fields of the North West Territories—an area of nearly 2,000 miles in length with a width of approximately 800 miles. In addition the rapidly developing field of the Peace River, with the contiguous development in Northern British Columbia adds still further to strengthen Edmonton's position as the strategic centre of the western areas.

Edmonton is 70 miles SOUTH of the geographical centre of the Province of Alberta.

Edmonton district has a population of over 350,000 out of a total population for Alberta (1926 census) of 607,584.

Edmonton has an acreage of 27,200 acres.

Edmonton is the distributing point for an area of 50,000 square miles, reached by main and branch railways radiating from it, and by rivers and highways.

Edmonton district has 740 post offices, 134 mines producing 3,000,000 tons of coal and employing 11,600 mine workers. These mines are within a few hours ride of the city. The city itself is located on coal beds.

In the same district there are 76,428 dwellings and 50,286 farms.

Eleven towns have a population of over 1,000.

The whole district is highly prosperous, the famous Peace River district having attracted world-wide attention by its record crops and possibilities.

Edmonton is 798 miles west of Winnipeg, 771 miles east of Vancouver and 312 miles north of the International Boundry. Its population today is approximately 75,000 and is growing fast. It is the gateway to the Peace River district, the huge northern areas also. Its growth has been fast—in 1901 it ranked 77th on the list of Canadian cities, now it is 9th.

As capital of the province it contains the Parliament Buildings, University of Alberta, and other provincial offices.

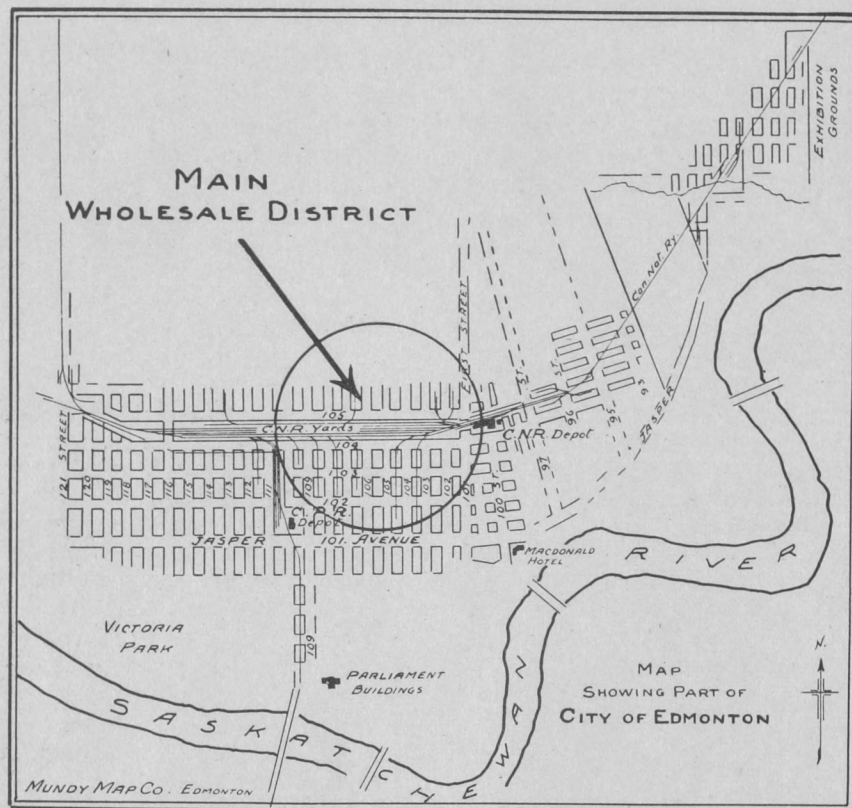
During the past two years many important industries and trading firms have been located. Amongst them being the T. Eaton Co., Ltd., Henry Birks & Sons, and others.

Building Permits		Telephones	
1923 .....	\$1,488,670	1926 .....	13,974
1924 .....	2,305,006	1927 .....	14,850
1925 .....	1,481,890	1928 .....	15,730
1926 .....	1,883,735	Radio of telephone per 100 population—	
1927 .....	2,568,565	24.	
1928 .....	3,374,971	Electric Light Consumers	
1929 in sight .....	7,000,000	1926 .....	17,789
Bank Clearings		1927 .....	18,363
1925 .....	\$239,350,000	1928 .....	19,403
1926 .....	259,611,000	Natural Gas Consumers	
1927 .....	286,632,000	1927 .....	8,095
1928 .....	351,325,041		

EDMONTON IS THE CENTRE OF ALBERTA



# PRINCIPAL EDMONTON INDUSTRIES



## PRINCIPAL EDMONTON INDUSTRIES

Edmonton has 192 industries, with 4,667 employees, and a pay roll of \$5,365,000.

Elevators.	Coal Mines.
Utilities.	Caskets and Coffins.
Railroads.	Cleaners and Dyers.
Advertising-N'vlt's.	Coffee and Peanut
Auto—	Roasting.
Bodies and Tops.	Dynamos.
Radiators.	Dairy Products.
Springs.	Excelsior.
Boat Building.	Flavoring Extracts.
Bakeries.	Furriers.
Breweries.	Flour.
Bottling Works.	Foundries.
Boxes—Wood.	Furniture.
Paper.	Flowers.
Batteries.	Gloves.
Brick and Tile.	Glass Mirrors.
Brooms.	Harness.
Clothing—Men's.	Ice.
Women's.	Jewellery.
Creosoting Ties.	Laundries.
Com. Photography.	Machine Shops.
Caps.	Millwork.
Candy.	Marble and Tile.

Newspapers.  
Packers.  
Printers.  
Sheet Metal.  
Shoes.  
Sawmills.  
Signs.

Stamps and Dies.  
Tailors.  
Taxidermists.  
Tanneries.  
Tents.  
Vinegar.  
Wire and Orntl. Iron.

### Joint Industries Committee of The City Council, Chamber of Commerce and The Edmonton Industrial Association

Ald. A. C. Sloane, Chairman.  
Mayor A. U. G. Bury, Commissioner Mitchell.

#### Council Representatives

Ald. Sloane, Ald. Keillor, Ald. Farmilo.

#### Chamber of Commerce Representatives

D. M. Duggan, M.L.A., W. W. Prevey, M.L.A., E. T. Love.

#### Industrial Association Representatives

C. R. Morrison, H. W. B. Douglas, N. A. Kilburn.

**EDMONTON—AN INDUSTRIAL CENTRE**

### Water Consumers

1926 .....	15,248
1927 .....	15,997
1928 .....	16,170

### Bank Debits

January, 1927 .....	\$34,158,282
January, 1928 .....	44,353,290

### Rank in Canadian Cities

1927 .....	9th
1921 .....	10th

### Electric Power K.W. Hours Sold

1926 .....	20,639,899
1927 .....	21,876,133
1928 .....	25,348,063

### Births

1926 .....	1,353
1927 .....	1,937

### Stock Yard Turnovers

1924 .....	\$4,230,196
1927 .....	7,305,121

### Schools and Scholars

	1927
Total Schools .....	43
Total Scholars .....	16,743

### Telephones—1927

Residence .....	9,133
Business .....	5,865

### Some Payrolls—1927

	No. of Employees	Payroll
Canadian National Railways (city) .....	1,600	\$ 2,500,000
Coal Mining (district) ..	1,200	2,250,000
Provincial Government (city) .....	800	2,125,000
C. P. R. (city) .....	.....	1,200,000
Packing Plants (city) ..	650	1,150,000
Dairy Industry (city) ..	350	350,000
Universiay (city) .....	275	300,000

### Street Railway Passengers

1927 .....	12,901,483
1928 .....	13,263,561

### Population

1923 .....	63,160
1928 .....	69,744
1929 estimated .....	75,000
Per cent. increase over 1923—19 per cent.	

### Dwellings

1927 .....	14,013
1929, estimated .....	15,000
Increase over 1921 .....	2,555

### Average Consumption of Electricity Per Family .986 K.H. Per Day

1927—360 K.H. Average 30 K.H. per month, cost \$2.40.  
1928—6 months. 35½ K.H., cost \$2.55.

### Power

1927—9,708 K.H., average monthly 809; 1.846c gross per K.H.

1927—Class A Domestic used 24.6 of the energy and paid 47% of revenue. Power used 61.5 energy and paid 26.9% of cost.

	Montreal Private Ownership	Toronto Public	Winni- peg
180 K.H. cost.....	3.583	1.5	2.06
20 K.H. cost.....	4.25c	5c	3c
40 K.H. cost.....	3.85	2.875	3c
60 K.H. cost.....	3.75	2.33	3

### Hail Insurance

The Edmonton district has the lowest hail insurance rate in Alberta, being only 5 per cent, as against a range of from 5 to 20 per cent.

### Sports Organizations

Golf Clubs' Membership .....	890
Lawn Tennis Clubs .....	23
Lawn Tennis Clubs' Membership.....	1,465

### Edmonton District

Horses .....	396,881
Cattle .....	664,367
Sheep .....	104,976
Swine .....	494,071
Poultry .....	3,820,945

### HOW EDMONTON GROWS

Customs Returns—	
1926 .....	\$ 2,391,000
1928 .....	3,261,000

EDMONTON IS THE CENTRE OF ALBERTA



# OLD ESTABLISHED THEATRE INTRODUCES "MOVIE TALKIES" TO EDMONTON THEATRE PATRONS

## Edmonton Has Own Independent Chain of Theatres

Owned by A. J. Entwistle, pioneer theatre man of Edmonton, the Monarch, equipped with the latest talking pictures, the Princess and the Dreamland furnish entertainment most up-to-date.

Long before the days of the theatre trusts, A. J. Entwistle started moving pictures theatres in Edmonton. Twenty-one years ago he acquired the old Bijou Theatre and since then has bought the Dreamland, the Monarch and the Princess theatres. From one theatre in 1908 the Entwistle chain has grown to three.

## Monarch Equipped with Talking Pictures

Ever ready to present all the latest improvements to the Edmonton public, Mr. Entwistle has recently installed the talking pictures at the Monarch theatre, at a cost of over \$21,000. This theatre, which occupies a frontage of 50 by 150 feet on Jasper Avenue, in the heart of the city, has a seating capacity of 600. The entire theatre has been remodelled and over three tons of "Talkie" equipment has been installed. This equipment was supplied by the Canadian Theatre Supplies Company and is the latest of its kind. It has always been the policy of the Entwistle Chain of Theatres to watch improvements elsewhere in the theatre business and with his two sons, Arnold A. and Clarence Entwistle, who are closely identified with the operation of the theatres, he was one of the first in Canada to secure the talkies. In addition, the best of the most successful pictures in this new feature line have been booked by the Entwistle Theatre Chain.

## Princess Theatre Serves Residential District

The Princess Theatre, which serves mainly the residential districts of South Edmonton, is most up-to-date in every respect. It has a seating capacity of 650 and is much patronized by South Edmonton residents. The class of pictures shown is first-class in every respect and the theatre itself, well located on Whyte Avenue is a constant attraction to the amusement seeker.

## Dreamland Theatre Serves East Edmonton

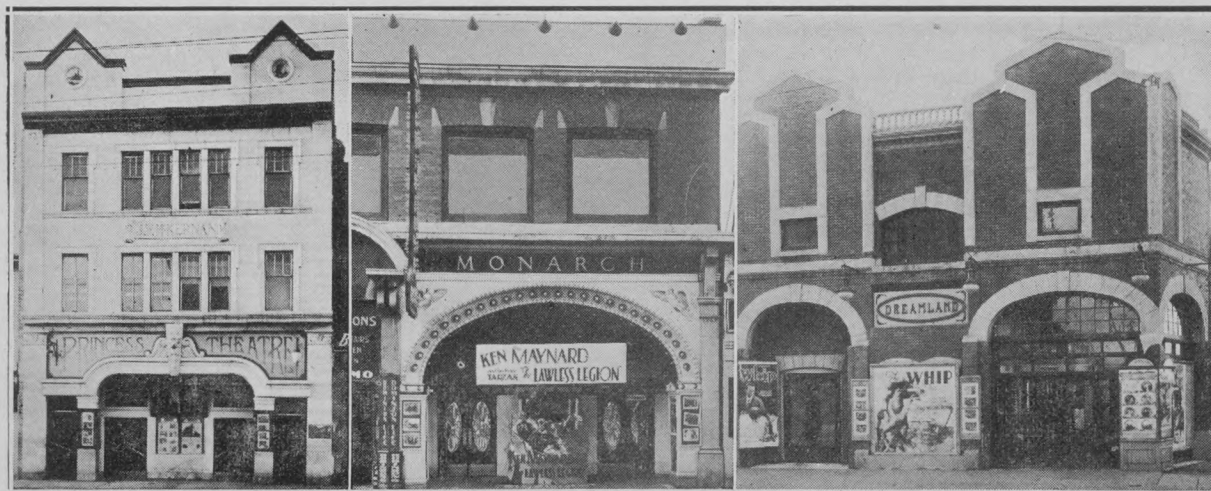
The Dreamland Theatre, with a seating capacity of 500 serves the eastern end of Edmonton and its residents. Here again the pictures shown are first class and up-to-date, and Edmonton has shown its appreciation of the excellent programmes furnished by the Entwistle Chain of Theatres by according them the fullest support, extending over some twenty years.

## Edmonton First

Edmonton is the first western city to install two Talking Moving Picture Houses, the other being the "Capitol," owned by the Famous Players Corporation.

## Programmes Always New

Only the most up-to-date and newest first-class pictures are shown at the Entwistle Chain of Theatres. The programme is changed twice a week, and every care is taken that the pictures selected to be run are such that all can see and enjoy. Mr. Entwistle's experience extending over some twenty-one years has enabled him to gauge the Edmonton public taste to the last degree and his selections are always appreciated by the Edmonton theatre goer.



EDMONTON THEATRES OWNED BY A. J. ENTWISTLE.

LEFT—The Princess Theatre, South, South Edmonton, one of the Entwistle theatres, showing first-class pictures changed twice a week, to a seating capacity of 650. CENTRE—The Monarch Theatre, Jasper Avenue, where the latest talkie moving pictures have been installed, costing \$22,000. This new feature is attractive. This theatre has been remodelled and has a seating capacity of 600. RIGHT—The Dreamland Theatre, East Edmonton, with seating capacity of 500, serves the residents of East Edmonton with twice a week change of first-class pictures.



## EDMONTON

### NEW BUILDINGS PROSPECT FOR 1929 (First Three Months)

Total approximately \$7,000,000, doubling 1928 figures. Compiled by the Edmonton Bulletin.

Warehouse at 108th street and 103rd Avenue .....	\$ 20,000
Laundry Addition to Trudeau's Cleaning Plant .....	100,000
Laundry proposed by United States company .....	250,000
Exhibition Grandstand .....	150,000
International Harvester Company Warehouse .....	50,000
Crane Company Warehouse .....	50,000
Edmonton Paint & Glass Company Building .....	25,000
Precision Iron Works Plant .....	100,000
Federal Government Buildings ..	135,000
Extension to Price-Dayton Buick-Pontiac Company Building .....	30,000
Alterations to Plant purchased by Waterous Company, total cost of investment .....	65,000
Government Legislative Buildings ..	500,000
Normal School .....	500,000
Lombardy Apartments .....	1,250,000
Dairy Pool Building .....	30,000
Woodward's Store Extension .....	100,000
Royal Alexandra Hospital Extension and Nurses' Home .....	290,000
Extensions to the University Hospital .....	250,000
Addition to No. 2 Fire Hall .....	50,000
Edmonton Motors Building .....	100,000
Willingdon Apartments .....	200,000
Apartment House on 109th Street ..	50,000
T. Eaton Company Warehouse .....	250,000
Hudson's Bay Co. Warehouse .....	250,000
Hudson's Bay Co. Stores .....	25,000
Cockshutt Plow Co. Warehouse .....	80,000
Advance-Rumley Warehouse .....	150,000
Western Transfer Co. Stables .....	24,000
Proposed Expenditure of Oil Companies .....	1,250,000
General Construction Work Planned by Contractors for the Spring .....	300,000

Alteration to Existing Buildings Planned by Their Owners .....	200,000
Industries Committee and Chamber of Commerce Building .....	40,000
New Building for Henry Birks & Sons, Limited .....	250,000
Alterations to Trudeau's .....	10,000
Stores for M. J. Werner on 97th Street .....	25,000
Building Permits Already Issued ..	30,000
Warehouse Planned by a Wholesale Grocery Company .....	50,000
Building Assured by Recent Sales of City-Owned Property .....	100,000

### COAL RESOURCES OF EDMONTON DISTRICT

Area—	Estimated Available Tons
Smoky River .....	3,000,000,000
Brule .....	2,000,000,000
Mountain Park .....	5,000,000,000
Nordegg .....	4,000,000,000
Clearwater .....	200,000,000
Halcourt .....	1,000,000,000
Prairie Creek .....	500,000,000
Coalspur .....	6,000,000,000
Saunders .....	2,000,000,000
Wainwright .....	10,000,000
Pakan .....	15,000,000
Rochester .....	5,000,000
Sexsmith .....	20,000,000
Pembina .....	2,000,000,000
Edmonton .....	1,000,000,000
Tofield .....	300,000,000
Camrose .....	100,000,000
Castor .....	400,000,000
Wetaskiwin .....	30,000,000
Whitecourt .....	30,000,000
	<hr/> 27,610,000,000

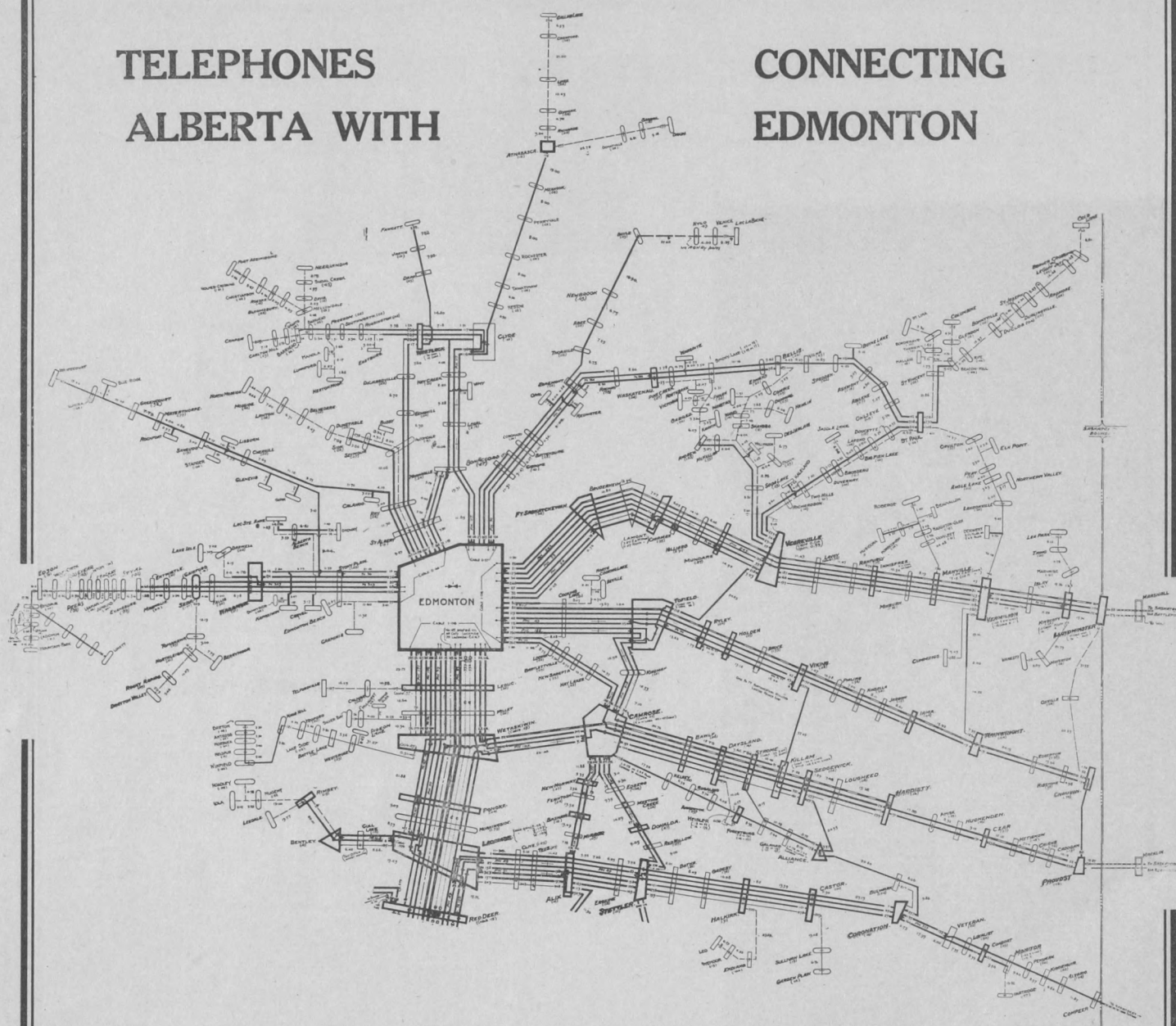
Of this total the coals are classified as follows:

	Tons
Bituminous .....	14,200,000,000
Semi-Bituminous .....	9,500,000,000
Domestic .....	3,910,000,000
—From Press Bulletin, University of Alberta.	

EDMONTON IS THE CENTRE OF ALBERTA



# CONNECTING EDMONTON



## Alberta Stands Fourth in Mining Products

1926 .....	26,977,027
1927 .....	29,309,223
1928 .....	32,367,781

Output—7,335,489 tons. Valued at \$23,517,988.

Natural Gas—14,397,115,000 cubic feet;  
valued at \$3,391,212.

## Clay and Brick

## Cement, Lime, Stone, Sand and Gravel

Valued at \$2,182,130.

Alberta with 63.4 per cent of its population engaged in agriculture, produced from that source in 1927, \$336,352,000. Saskatchewan with 79.1 per cent of its population, produced \$349,042,000, and Manitoba, with 48.4 per cent of its population, produced \$111,800,000.

## Agriculture

Alberta has 29 places with a population over 1,000; Saskatchewan, 26; Manitoba, 18.

# FIGURES SHOWING ALBERTA'S PURCHASING POWER

## Consumers Supplied by Central Electric Power Stations, 1926

Cities, Towns and Villages Served	95
Population Served	233,022
Ratio of Total Population Served	38%
Number of Customers	60,346
Domestic Light Consumers	48,317
Commercial Light Consumers	9,994
Power Light Consumers	2,935
Average Number of Domestic Light Consumers per 100 Population	7.83

## Road Mileage in 1927

	Miles
Earth	45,400
Gravel	400
Other Material—	
Total Road Mileage	45,800
Total New Construction	301
Total Expenditure	\$1,895,583

## Growth In Alberta

	1926	1927
Manufacturing	68,000,000	72,000,000
Mining	26,000,000	29,000,000
Bank Debit Index	100	107
Agriculture	254,000,000	330,000,000

## Alberta Acreage

In 1901 the population of the Province of Alberta was 73,022; twenty-six years later, in 1927, it was 617,000. Of the total population in 1926, 331,123 were males and 276,476 females.

## Distribution of Population, 1926

In Cities	154,630
In Towns	51,604
In Villages	27,614
In Rural Districts	373,751
	607,599

## Radio Broadcasting Stations

1927	14
------	----

## Total Motor Cars Registered in Alberta

	Passenger	Trucks	Total
1926	59,767	4,362	64,129
1927	66,252	67,39	72,991
1928	78,302	8,919	87,221

35% of above are in cities.

65% of above are in rural districts.

Edmonton's Registration, 1927, 8,517 cars.

## Boys' and Girls' Organizations

Boys Scouts (Alberta)	6,197
Girl Guides (Alberta)	1,530

## Buying Power and Production

Per Capita Buying Power	\$ 700
Production	2,731
Capital Wealth	3,459
Agricultural Production	4,385

## Motor Cars Ratio to Population, 1927

	Alberta	Man.	Sask.
Total Passenger Cars	67,665	57,718	92,640
No Per 100 of Population	11.0	8.9	11.1
Total Motor Vehicles	73,830	63,905	106,599
No Per 100 of Population	12.0	9.9	12.7
Tourist Cars Entering Alberta			9,537
Number of Hotels (1927)			441

## Average Cost of Farm Land

Alberta, per acre	\$28.00
United States, per acre	71.00

## Value of Agriculture for Farms

Alberta (1927)	\$4,385
Montana	2,514
South Dakota	2,355
Iowa	2,262
Minnesota	1,977
Kansas	1,889

## Birth Places of People, Census 1926

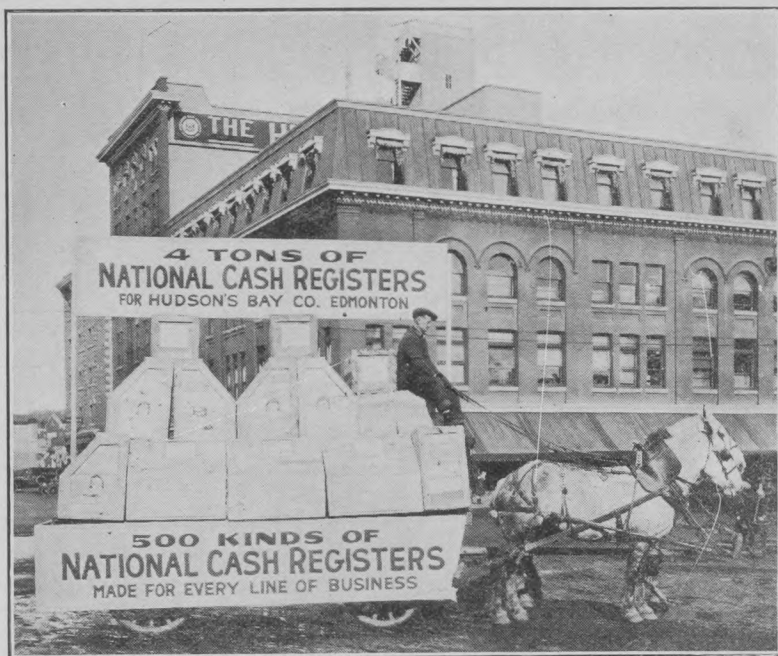
Born in Canada	336,368
Born in British Isles	97,509
Born Elsewhere in British Empire	1,816
Born in Europe	77,052
Born in United States	78,117
Born in Asia	3,255
All Others	13,482

## Alberta's Effective Purchasing Power

An analysis of purchasing power per capita shows that Alberta's effective purchasing power per capita is \$549, as compared with Saskatchewan, \$478; Quebec, \$474; New Brunswick, \$403; Nova Scotia, \$377; British Columbia, \$841; Ontario, \$714; Manitoba, \$602.

EDMONTON IS THE CENTRE OF ALBERTA





The smallest stores and the largest banks are users of National Cash Registers. H. C. Watson, Sales Agent, 10162 102nd Ave., Edmonton.

### NEW RITZ HOTEL OPENED

The latest addition to Edmonton's accommodation for visitors is the Ritz Hotel on 97th Street, within three blocks of the Canadian National Railway Depot, which is owned and operated by H. A. McLean, with H. Nichol as his assistant.

The hotel has seventy rooms and is five stories high, the building being fireproof and of modern construction. It has been completely renovated by Mr. McLean, and many new features as regards furnishings and other facilities added.

The Ritz Cafe, an adjunct to the hotel is under the management of J. Levas, well known Edmonton restauranter, and prices both for hotel accommodation and cafe service are moderate.



The New Ritz Hotel

### LA FLECHE — THE CUSTOM TAILORS OF THE WEST

Up-to-date, successful and alive to western conditions the La Fleche factories are a good example of western energy and development.

Its work centres around a staff of tailors trained in the La Fleche workshops and the belief in the success of the modernizing of custom tailored clothes.

As the combine is to the farmer, the aeroplane is to the development of the vast north and as the automobile is to transportation—so is the ultimate success of the La Fleche Bros. organization a purely Edmonton industry to the better dressed man of the west.



The new premises of the Coutts Machinery Co., Ltd., employing 15 men with a payroll of \$20,000 a year. This business represents an investment of \$25,000. It is managed by T. H. Coutts.



The Snowflake Laundry, established for the past 25 years, and one of the most up-to-date laundries in the West.

# ALBERTA CHAMPION WHEAT PROVINCE

Alberta has carried off with almost unflinching regularity yearly prizes awarded for the world's best quality and highest yields of wheat, the winner during the past year or so being Herman Trelle, Peace River farmer. Previous to this, Major Strange of Vermilion, carried off the world's championship with Alberta-grown wheat.

The production of farms are high. In 1906, it was only \$542.00 per farm; in 1926, it was \$4,385 or up to 50 per higher than in the United States, with land costing on the average about two-thirds less. Farm wages are fully one-third higher than in the United States.

Field Crop Area, 1926, 3,085,486 acres.

New Elevators, 1928, 140; Total, 300.

## Alberta on a Percentage Basis with Rest of Canada

Dominion Population .....	6.8
Motor Vehicles .....	7.4
Home Owners .....	8.0
National Wealth .....	8.8
Total Retail Stores .....	7.0
Total Farms .....	11.6
Total Rural Population .....	8.2
Value of Farm Properties .....	14.7
Gross Agricultural Products .....	11.8
Dairy Products .....	7.3
Wheat Crop .....	24.0

## Alberta Acreage

1927 Under Cultivation ... 14,500,000 acres

## Average Farm Wages

	Alberta	Canada
1927 .....	\$70.00	\$64.00

## Value of Farm Products

1906 .....	\$ 542
1927 .....	4,385

## Farm Resources, 1927

Farm Products .....	\$ 330,143,152
Dairy Products .....	20,750,000
Honey Products .....	60,000

## Live Stock, 1927

Horses .....	\$ 762,600
Cows .....	379,992
Cattle .....	1,155,088
Sheep .....	510,000
Swine .....	742,600
Poultry .....	5,853,000

## Average Salaries in Wages Paid

1925 Salaries .....	1,747
1925 Wages .....	1,129

## Revenue From All Sources, 1927

Agriculture .....	\$336,352,000
Mining .....	32,000,000
Fisheries .....	575,000
Manufacturing .....	72,000,000
Forests .....	1,250,000
Furs .....	1,850,000

## Gross Agricultural Revenue, 1927

Field Crops .....	\$272,743,000
Farm Animals .....	27,962,000
Wool .....	637,000
Dairy Products .....	11,670,000
Fruits and Vegetables .....	1,770,000
Poultry and Eggs .....	10,093,000
Fur Farming .....	196,000
Clover and Grass Seed .....	130,000
Honey .....	60,000

## Manufacturing Alberta

Factories .....	749
Workers .....	10,233
Payroll .....	\$12,808,554
Capital Invested .....	72,468,286
Value of Products .....	83,425,631

## New Life Insurance Sales, 1928

Alberta .....	\$43,646,000
Saskatchewan .....	42,245,000
Manitoba .....	39,681,000
British Columbia .....	37,419,000
Excludes Group Industrial—15 companies writing 84% of total in force in Dominion.	

## Who Pays Income Tax?

Employees .....	5,262
Agrarians .....	927
Professionals .....	627
Merchants, Retail .....	739
Merchants, Wholesale .....	59
Manufacturers .....	94
Natural Resources .....	36
Financial .....	113
Transportation .....	5
Personal Corporations .....	4
Family Corporations .....	22
All Others .....	390
	<hr/>
	8,278

## Imports

Edmonton, 1927 .....	\$7,671,619
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EDMONTON IS THE CAPITAL CITY OF THE PROVINCE OF ALBERTA, CANADA



# SOME OF THE LEADERS IN EDMONTON COMMUNITY LEAGUES, EDMONTON, ALBERTA

Westmount



D. Powers

Garneau



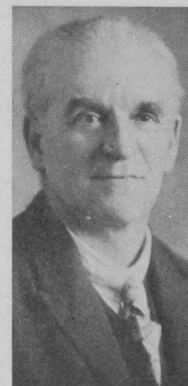
Mrs. J. W. Adair

Forest Heights



J. Aitken

West Edmonton



C. W. Rossell

## FEDERATED COMMUNITY LEAGUES EXECUTIVE



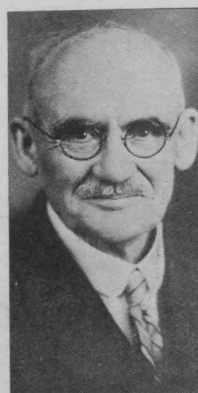
Top, Left to Right—J. Moon, T. J. Irwin, Lloyd E. Wood, E. E. Howard, J. Shirley. Middle—H. P. Brown, W. S. Deane, Secretary-Treasurer. Bottom—Rev. Canon C. F. A. Clough, E. East, President; C. H. Croft, Vice-President.

Cromdale



E. E. Howard

Highlands



J. A. Davidson

King Edward Pk.



J. Housley

Calgary Trail



J. Horswell



## THE SOCIAL SIDE OF EDMONTON

### MANY COMMUNITY LEAGUES ORGANIZED FOR A BETTER EDMONTON

The community spirit of the citizens of Edmonton is amply expressed through its organization of district community leagues which provide a direct means of neighborly contact between each and every citizen.

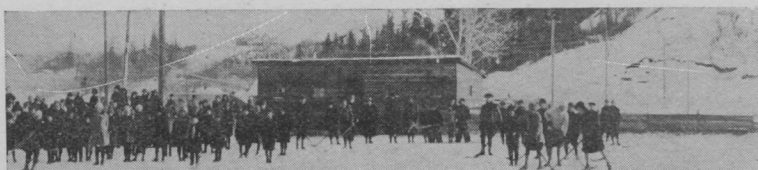
The slogan of the Leagues can be best expressed "Get to know each other." This the leagues do by providing social and other events, sports and general get-together meetings. The success of the movement is assured by the fact that Edmonton has twenty-three of these leagues with a head body designated as the Federated Community League, which serves as the main clearing house of the Community Leagues movement of general or community interest.

The work done by the League is voluntary and for the betterment of civic and social conditions. It takes up civic questions of moment and forms an avenue whereby citizens can express themselves in civic affairs.

The social side of the work aids development of a neighborly spirit. Ensures sports and games in plenty for the younger generation on rinks and play grounds maintained by the Leagues, and also proffers educational features at regular meetings held in the individual community halls.

The first League to be organized in Edmonton was that of Jasper Place, and since then practically every district has its Community League. The total membership is around eight thousand.

The varied nature of the work undertaken by the Leagues, and the energy with which their leaders voluntarily give much time and service to the cause is striking proof of the fact that REAL COMMUNITY SPIRIT EXISTS IN EDMONTON.





## COMPLETE SERVICE BY COMPETENT MEN!

Battery and electrical service. All makes of Starters, Generators, and Batteries repaired. All work guaranteed.

### DYSON SERVICE

OPERATED BY DYSON DISTRIBUTORS, LIMITED

10169 102nd STREET

Phone 5543

EDMONTON, ALBERTA

#### ACME SERVICE GARAGE

One of the best known garage men in Edmonton is S. Wallator, owner and manager of the Acme Service Garage, 9907 102A Avenue. Coming to Edmonton in 1910 Mr. Wallator later started in the garage business in 1919, under the name of Wallator & Bruce. With Mr. Bruce retiring from the firm last year, Mr. Wallator took over the entire management of the Acme Service Garage.



S. WALLATOR

This garage services all makes of cars, but specializes on Oldsmobile service. It is also servicing the newly introduced Marmon motor car which is now being sold in Edmonton. These cars come in Straight Eights and with two models, the Marmon and the Roosevelt.

#### PUBLIC LIBRARY BOARD

Mr. J. J. Duggan is a well-known citizen of Edmonton, having resided in the capital city since 1913.



J. J. Duggan

He has always been prominently identified with public affairs, having acted as school trustee and also alderman for several years. He is also president of the Real Estate Association.

He is well-known as an author. His Welsh character sketches published under the title of "The Unforgotten Valley," by the Ryerson Press, Toronto, having received much favorable mention. As chairman of the Public Library Board his experience as an author is of value to the reading public.

Mr. Duggan is an old-time resident of the Garneau district which is very active in community affairs under the aggressive leadership of Mrs. Jos. W. Adair, who has been president for the past two years.



#### Always the Same!

A Birks diamond is a Birks diamond whether it cost a hundred or a thousand dollars. The quality is there just the same. So, even if your engagement ring appropriation is of the most modest, you can still have the satisfaction of giving a diamond from Birks.

#### D. A. KIRKLAND

YOUR JEWELLER

In Affiliation with:

HENRY BIRKS & SONS, LIMITED

10156 Jasper Avenue Edmonton, Alta.

#### Canada Leads the World in Business Stability

Canada is shown to have lead the nations of the world in the proportion of years of prosperity to years of depression.—(The National Bureau of Economic Research).

#### AUTO BODY BUILDING

See—

C. A. LASHBROOK

10123 106th ST., EDMONTON

PHONE 6326

## EDMONTON AND ITS PLAYING FIELDS



1—Golf Course. 2—Swimming Pool. 3—Patricia Tennis Courts. 4—Gyro Playing Field. 5—Jasper Avenue. 6—Children's Play Grounds.

## RIVERSIDE COMMUNITY LEAGUE HOCKEY TEAMS



Winter time is joy time for the children.





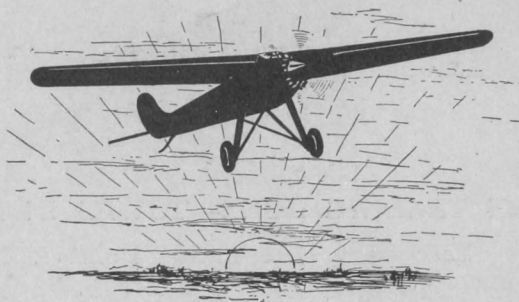
Trudeau's Cleaning & Dye Works, Limited, Western Canada's largest cleaning and dye works, employing over 100 employees, with nine black and white striped delivery trucks constantly at your service. Visitors from the Community Leagues and citizens at large are cordially invited to visit and inspect this fully modern plant.

## THE PENN COAL MINE



The Penn Mine, Edmonton, operated by the Crown Coal Company, J. B. Starky, manager, also operating the Chinook Mine. This industry employs 270 men and has a yearly payroll of \$280,000. It is an Edmonton industry supplying the major requirements of coal in Edmonton and district.

# THE DAWN OF A NEW DAY



## INDUSTRIAL EDMONTON . . . THAT WILL BE

"There is a tide in the affairs of men  
Which, taken at the flood leads on to fortune."

### WHAT OF THE EDMONTON TO BE?



The future of Edmonton, today—1929—is fuller of promise than ever it was before.

Nature has planned it, Providence has ordained it and resourceful man is proving equal to the task of achieving the splendid destiny in store for Edmonton—"The City of Destiny"—The Gateway to the Last Great West.

Every evidence of agriculture, commercial, financial, oil, mining and other industrial activity displayed; every dollar invested in real estate and in other substantial interests; every plan, and they are many, projected for the extension of its utilities, the accommodation of business, and the betterment of already existing prosperous conditions generally; bespeaks the sincerity and significance of the slogan

### "ALL TOGETHER FOR EDMONTON."

As a result of the spirited and vigorous tendencies the citizens of Edmonton are at present following in active and virile style, Edmonton is on the way to becoming the commercial, industrial and governmental centre of Alberta.

As the gateway to the Peace River country, the valleys of the Mackenzie River district, the entrance to the great northern Pre-Cambrian mining areas of the North West Territories, the greatest shipping and stock yards centre, the largest fur mart, the strategic railway base for two great transcontinental railways, and the far flung field of natural resources at its door, oil, coal, tar sands, timber and more, TO EDMONTON, BELONGS THE TWENTIETH CENTURY OF WESTERN PROGRESS.

To forecast is to be optimistic when the prospects of progress in 1929 are considered, for the completion of the Hudson Bay railway east to Fort Churchill, the newest and shortest route between Europe and the Orient, and the fact that Edmonton occupies almost a central position between the Hudson Bay and the Pacific Coast must be an important factor towards Edmonton becoming a central distributing and industrial point.

The prospective extension of the Peace River railways to the North Pacific Coast, again places Edmonton in a wonderful position as a trading centre.

It is therefore apparent that during the coming years EDMONTON MUST THRIVE AND PROSPER.





## EDMONTON TRADING ZONE—TOWNS IN DISTRICT

### Secondary Distributing Points

	Population 1926	Salary and Wages
Camrose .....	2,002	36,185
Stettler .....	1,127	23,619
Lacombe .....	1,151	17,397
Red Deer .....	2,006	47,068
Edson .....	1,493	.....
Vegreville .....	1,721	29,501
Vermilion .....	1,203	23,060
Wetaskiwin .....	1,884	34,152

### Other Towns in District

Population 1926 Census	Population 1926 Census	Population 1926 Census	Population 1926 Census
Alliance ..... 278	Kitscoty ..... 268	*Coal Valley ..... 125	Rimbey ..... 280
Athabasca ..... 435	Killam ..... 365	*Calmar ..... 190	Ryley ..... 220
Alix ..... 229	Leduc ..... 832	Clyde ..... 177	*Sexsmith ..... 220
Bruderheim ... 328	Lamont ..... 506	*Cadomin ..... 525	Strome ..... 182
Bawlf ..... 184	Lavoy ..... 143	Czar ..... 117	Sedgewick ..... 362
*Berwyn ..... 190	Lloydminster 400	Cadogan ..... 116	St. Albert ..... 684
Big Valley ..... 767	Lougheed ..... 265	Consort ..... 196	Spruce Grove ..... 230
Bentley ..... 211	Lac La Biche 437	*Clover Bar... 145	Stony Plain.... 456
*Bon Accord 220	*Luscar ..... 215	Clive ..... 208	St. Paul ..... 933
Bruce ..... 58	*Mayerthorpe 160	Coronation ... 713	*Sterco ..... 150
*Busby ..... 130	Millet ..... 241	Castor ..... 658	Spirit River.... 167
Chauvin ..... 269	Mundare ..... 820	*Grimshaw ... 169	*Scona ..... 400
*Evansburg ... 235	Minburn ..... 139	Gibbons ..... 100	Tofield ..... 508
Daysland ..... 490	Mannville ..... 314	Grande	Veteran ..... 157
Donalda ..... 191	Morinville ..... 562	Prairie ..... 917	Viking ..... 447
Edberg ..... 119	Mt. Park ..... 300	Hardisty ..... 500	*Waska-
Edgerton ..... 182	Mirror ..... 431	*High Prairie 159	teneau ..... 255
Forestburg ..... 209	Monitor ..... 139	Hughenden ... 150	*Wembley ..... 335
Ft. McMurray 125	New Norway 137	Holden ..... 214	*Winterburn... 155
Ferintosh ..... 126	*Picardville ... 274	Innisfree ..... 219	*Fairview ..... 255
Fort Saskat-	Ponoka ..... 1,931	Islay ..... 172	Wainwright ... 1,028
chewan ..... 943	Peace River ... 582	Irma ..... 190	Westlock ..... 393
Heisler ..... 113	Provost ..... 476	Radway	Bashaw ..... 418
Jasper ..... 350	Chipman ..... 330	Centre ..... 100	

\*Dominion Government Census, 1921.

Edmonton citizens and members of Community Leagues have long appreciated the many fine services supplied by—

## TRUDEAU'S LIMITED

For over ten years this rapidly expanding business has dealt faithfully with the articles entrusted to its care, with apparent satisfaction to the customer. The following list indicates the many departments in this—Western Canada's Largest and Finest Cleaning Plant—which can assist the business man or housekeeper equally in presenting continually a finished appearance to their friends and associates:

Dry Cleaning—Dyeing—Pressing—Tailoring  
Dressmaking—Repairing—Hemstitching  
Picoting—Pleating  
Curtain Stretching and Finishing  
White Sports Togs a Specialty  
Hat Cleaning and Blocking

Carpets and Rugs Dry or Steam Cleaned and Sterilized  
Auto Rugs and Auto Interiors Cleaned  
All House Furnishings or Chesterfield Suites Cleaned and Made Moth-proof  
Furs Cleaned, Repaired and Stored

MAIL ORDER DEPARTMENT FOR COUNTRY CUSTOMERS

The new owners extend a very hearty welcome to all of our patrons to visit this newly decorated plant and see for themselves how Trudeau's have become in very deed "DISPENSERS OF BEAUTY AND CRAFTSMEN IN MAKING THINGS NEW."

## TRUDEAU'S CLEANING & DYE WORKS, LIMITED

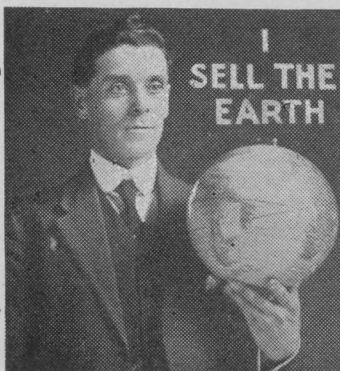
(A Subsidiary Company of Pantorium Dye Works of Canada, Limited)

PHONES: 1771-2668-2157-1323

10050 103rd ST., EDMONTON, ALTA.

## W. E. WESTGATE

"THE LAND MAN"



FARM LANDS, ACREAGE AND  
HOUSE PROPERTY

If you want to buy, sell or trade—see me.

10002 103rd Avenue and McDougall  
(Near C.N.R. Depot)

Phone 4153

EDMONTON - - ALBERTA

## NORWOOD SHEET METAL WORKS

Manufacturers of:

Builders' Sheet Metal Work,  
Evetrough and General Sheet  
Metal Supplies.

Regulation Garbage Cans.

Agents for McClary's Gas  
Furnaces.

Estimates Freely Furnished.

NORWOOD BOULEVARD

9568 111th AVENUE - EDMONTON



## **KENWOOD & KENWOOD, EDMONTON PROVINCIAL REALTORS**

John Kenwood, the founder of this business originally came from England where he was a large farmer and land owner. In 1903 the business was founded under the name of Rolfe & Kenwood and was carried on by them for eleven years. At the dissolution of this partnership the business was taken over by John C. Kenwood and Frank H. Kenwood, who are widely known as among the most prominent realtors of this city. Many of the most important realty transactions leading to the advancement and upbuilding of the city have been consummated by this firm, covering a period of 26 years. John Kenwood, Sr., who has a record of 40 years experience as a valuator conducts this important branch of the business, and is widely and favorably known throughout the northern portion of the province, personally attends to the valuation and purchase of large or small properties for outside interests.

### **WHAT R & S POWDER IS!**

"R & S", manufactured by J. C. McIntyre, in Edmonton, stands for Rheumatism and Stomach. Some ask the question, "Why is it that you claim that R & S Powder eliminates different ailments?" That is easily answered as follows: R & S Powder contains ten ingredients, all roots and herbs with one exception, that being heavy Carbonate of Magnesia, and is compounded so as to act on the entire system at the same time; that is to say, each ingredient steeps in its own part, overthrowing the impurities which in turn are flushed out of the system through the kidneys, skin and bowels, thus stopping as well as eliminating the cause. This powder, therefore, should, and has proven that it does, eliminate such ailments as Rheumatism of any kind, Sciatica, Neuritis, Lumbago, Constipation, Stomach Troubles such as Dyspepsia, Indigestion, Heartburn, etc., and all diseases of the blood such as Eczema, Piles, etc. The cost of a two months' treatment is \$5.00; the one month treatment costs \$3.00, and two weeks, \$1.50. For sale at all stores and drug stores.

### **RADIATORS AND CORES MADE IN EDMONTON**

The Guarantee Radiator Co., No. 3, under the management of L. H. Large, is making radiator cores in Edmonton. This firm manufactures a frost-proof radiator core which is guaranteed to stand any weather, states Mr. Large, who has been manufacturing them in Edmonton for over a year. These cores are of special construction which per-

mits expansion when subjected to freezing, and which prevents bursting. The prices charged for them are reasonable and cheaper than the prevailing rates. Mr. Large states that his shop undertakes any kind of radiator repairing and recoring. Invites all to deal with him and assures good service. The address is 10175 98th Street. Phone 5594.

The Guarantee Radiator Co. is a member of the Canadian Manufacturers' Association.

### **HAS SEEN EDMONTON GROW**

Arriving in Edmonton in the month of October, 1903, Mr. Harry Milne has seen Edmonton grow from a small town with clay unpaved streets, and very few sidewalks, to a city of modern paved thoroughfares upon which street cars and automobiles operate in numbers.

Being interested in the sheet metal and heating engineering business, he started in business for himself nineteen years ago and has ever since operated the Milne Sheet Metal Works, situated at 9659 103rd Avenue. In that length of time, this business has developed from a one-man shop into a concern of importance in the trade. It has installed many first-class heating plants, and has done other work of the widest variation in the sheet metal business.

Ventilating systems, the reconditioning as regards air circulation of old circulating systems, buolders sheet metal work, evestrough, cafe and restaurant work are undertaken by this up-to-date plant.

Mr. Milne has great faith in the development of Edmonton and believes in giving the best in the way of workmanship and fair dealings to his customers, and also knows that a contract finished in a satisfactory way is his best advertisement.

Mr. Milne states that you can always feel quite safe in entrusting any work of the above nature in the hands of H. Milne Sheet Metal Works.

### **OLD TARNISHED SILVER RE FINISHED**

A small Edmonton industry perhaps not well known to the average housewife is the Edmonton Silver Plating Co. of 9532 Jasper Avenue.

Silver plate, no matter how stained and tarnished, can be made to look like new, states Mr. Woodward, the manager, and the cost is reasonable. If you have any old pieces which you would like to use again why not take them to this firm. The result will surprise you.

# SILVER FOX RAISING—AN EDMONTON INDUSTRY

THREE FROST FLECKT FOX FARM IN EDMONTON DISTRICT ARE  
THRIVING AND STABLE NOTHERN ALBERTA INDUSTRIES

One fact is irresistably dawning on the public mind—wild fur-bearing animals are rapidly disappearing from the earth and the question arises will the increasing millions of people stop wearing furs as the supply diminishes? They will have to unless fur-bearing animals are raised in captivity and in quantities sufficient to replace the dwindling world supply. This therefore means that in certain parts of the world, especially in the Edmonton district, which is most suitable from a climatic point of view,



J. W. Pigeon

the fur-raising industry is bound to develop and thrive.

The industry of raising fur, especially the prolific silver fox, is an established Edmonton industry; and the raising of silver black foxes has already been proved to be profitable and economically sound, for the reason that only good quality breeding stock is used as the foundation stock upon which this industry has been started.

No domain upon earth has proved superior to Northern Alberta in climate and other breeding conditions for the raising of silver black fox. It is the natural habitat of the fox, blue, black, red, white or silver. Here Nature has designed that this fur-bearing animal should reach its ultimate height in richness and beauty. Left to itself it has

propogated until it roamed over the entire territory, and its disappearance in its wild state is only due to the advancing waves of civilization.

Three Silver Fox farms, one at Edmonton, one at St. Paul, and another at Morinville, are operated under the name of National Silver Fox Clubs. The breeding stock placed on these ranches comes from the fox farms of the most successful breeders of Silver Fox in Prince Edward Island, Nova Scotia and New Brunswick.



Frost Fleckt Foxes are friendly, tame and easily handled.



A typical scene of a Frost Fleckt Fox Ranch at feeding time.

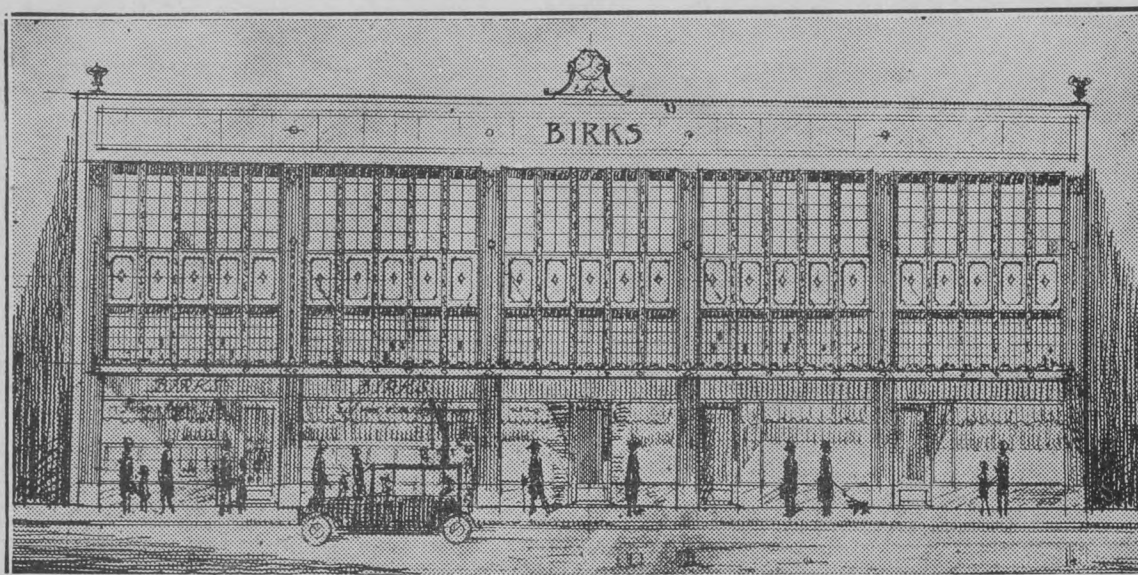
The exclusive agency and right of sale in the western provinces is in the hands of The Frost Fleckt Fox Exchange. This company does not sell stock in companies, it sells Silver Fox only, either outright or on the club plan, whereby anyone can invest in one or more foxes and the club looks after them, and raises the increase in trust for the owner.

The plan operated is one which has already gained the entire confidence of many shrewd business men in the west. The organization of the Frost Fleckt Fox Exchange is a practical and experienced one.

The head office of the company is situated at 10322 Jasper Avenue, Edmonton, Alberta.



## THE NEW HENRY BIRKS & SONS BUILDING



The new home of Henry Birks & Sons, Limited (D. A. Kirkland), at the Cor. of Jasper and 104th St.

## LONG'S LIMITED

Top Floor, La Fleche Building

Phone 2446

Photo-Engravers, Commercial Artists,  
Motion Picture Makers, Photo-  
graphers, Manufacturers  
of Brass Signs.

Operating

**A**  
**B** ALBERTA BRITISH **C**  
CANADIAN STUDIOS  
"ARTISTIC PORTRAITURE"

Phone 5767

10120 100A Street

Edmonton, Alta.

## PROGRESS!

Proud of a reputation of more than a quarter of a century of fine clothes production, the house of La Fleche is ever progressive.

Progress demands specialization, close application of modernized methods, and strict attention to personal detail.

Inherent in every La Fleche garment are qualities derived from perfected organization.

Latest designs, the cream of new patterns and up-to-the-minute ideas in tailoring technique keep La Fleche clothes abreast of style trend.

## La Fleche Bros, Ltd.

102nd Street (South of Jasper Avenue)

EDMONTON, ALBERTA

## NICHOLS BROTHERS

Machinists, Brass and Iron Founders.  
Manufacturers of Saw Mills.

10103 95th ST., EDMONTON

PHONE 1861

REAL ESTATE, INSURANCE, LOANS

## J. J. Duggan

Moser-Ryder Bldg.

Edmonton, Alta.



Factory and offices of the North West Tent & Awning Company, Limited, 9672 Jasper Avenue. This firm is one of the largest manufacturers of tents, awnings and motor car camping equipment in Alberta.



Some of the buildings erected by the Permanent Construction Co., Ltd., Edmonton contractors. Top Left—Front entrance, Canadian National Railway Depot. Top Right—Imperial Oil Company's Plant. Bottom—John Deere Plow Company, Limited, warehouse and offices. In addition to many other buildings, this company also erected the new dairy plant for the E.C.D. Company, Limited, Edmonton.



## ARE YOU RE-PAINTING YOUR HOME?

**SHINGLE STAINS**—We have a special stock of Shingle Stains — Asphalt Shingle Coating — which will effectually stop leakage of roofs. Will preserve the roofing material for years to come. Has an attractive appearance. It is economical, both as regards price and quantity necessary for the job.

**ROOFING**—We furnish estimates on any kind of asphalt built up or other kinds of roofing, including asphalt shingles, etc.

(Over a Quarter of a Century in the Roofing Business in the City of Edmonton)  
D. McDERMID, Manager

### The North West Roofing Company,

10743 105th STREET

PHONE 5824

EDMONTON, ALBERTA

### North West Brick & Supply Company, Limited

— Manufacturers of —

## SAND-LIME BRICK

The brick manufactured by this company are durable and attractive and can be supplied in quantities required, at moderate prices.

For permanency use SAND-LIME BRICK made in Edmonton from high-class local materials and by local labor.

Quotations and samples upon request. Prompt delivery assured.

SUPPORT HOME INDUSTRY

EDMONTON

ALBERTA

## QUALITY PRINTING AT THE RIGHT PRICES

BUSINESS AND OFFICE STATIONERY  
LOOSE LEAF FORMS AND FOLDERS  
SOCIETY STATIONERY, BOOK-  
LETS, PAMPHLETS, AND  
PROGRAMMES.

### The Tilley Press, Limited

L. Tilley—E. E. Pfrimmer

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AS THE YEARS ROLL ON—

## PICTURES TELL THE STORY

Your photograph finished in the expert Burgess Studio style is a valuable memento.

PHOTOGRAPHY IN ALL ITS BRANCHES

### THE BURGESS PHOTO STUDIO

(Successors to Bridgeman's)

10526 JASPER AVENUE

Phone 2953

EDMONTON, ALBERTA



## MOTOR LICENSE FEES, ALBERTA

For registration of Motor Vehicles according to the length of the wheel base in inches as follows:

### LENGTH OF WHEEL BASE IN INCHES

For motor vehicles not exceeding 100 in.....	\$15.00
Exceeding 100 in. but not over 105 in.....	17.50
Exceeding 105 in. but not over 110 in.....	20.00
Exceeding 110 in. but not over 115 in.....	22.50
Exceeding 115 in. but not over 120 in.....	25.00
Exceeding 120 in. but not over 125 in.....	27.50
Exceeding 125 in. but not over 130 in.....	30.00
Exceeding 130 in. but not over 135 in.....	32.50
For every motor vehicle exceeding 135 in.....	35.00

NOTE.—By wheel base is meant the length in inches from centre to centre of front and rear hubs.

**E. TROWBRIDGE J. E. BROWNLEE,**  
Dept. Provincial Secretary Provincial Secretary

## THE OGILVIE FLOUR MILLS COMPANY, Ltd.

DAILY EDMONTON MILL CAPACITY,  
600 BARRELS.

Mills Also At:

MONTREAL, FORT WILLIAM, WINNI-  
PEG and MEDICINE HAT  
DAILY CAPACITY  
22,750 BARRELS.

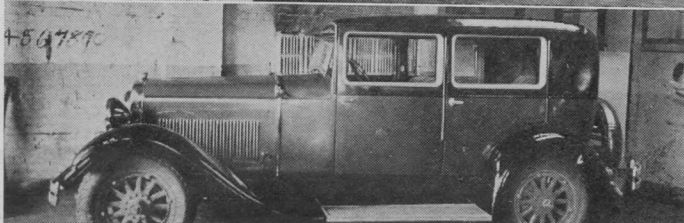
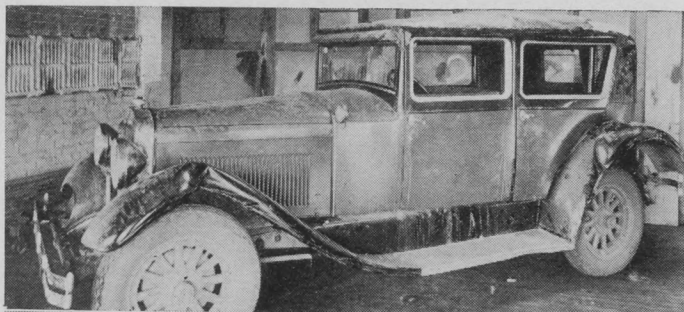
BUY ROYAL HOUSEHOLD FLOUR  
MANUFACTURED IN EDMONTON.

Also Insist On:

OGILVIE ROLLED OATS IN ALL STORES

**The Ogilvie Flour Mills Co.,**  
EDMONTON, ALBERTA

— BEFORE —



— AFTER —

## THE GREGORY COMPANY

AUTO BODY AND FENDER WORKS.

Duco Finish, Upholstery, Acetylene Welding.

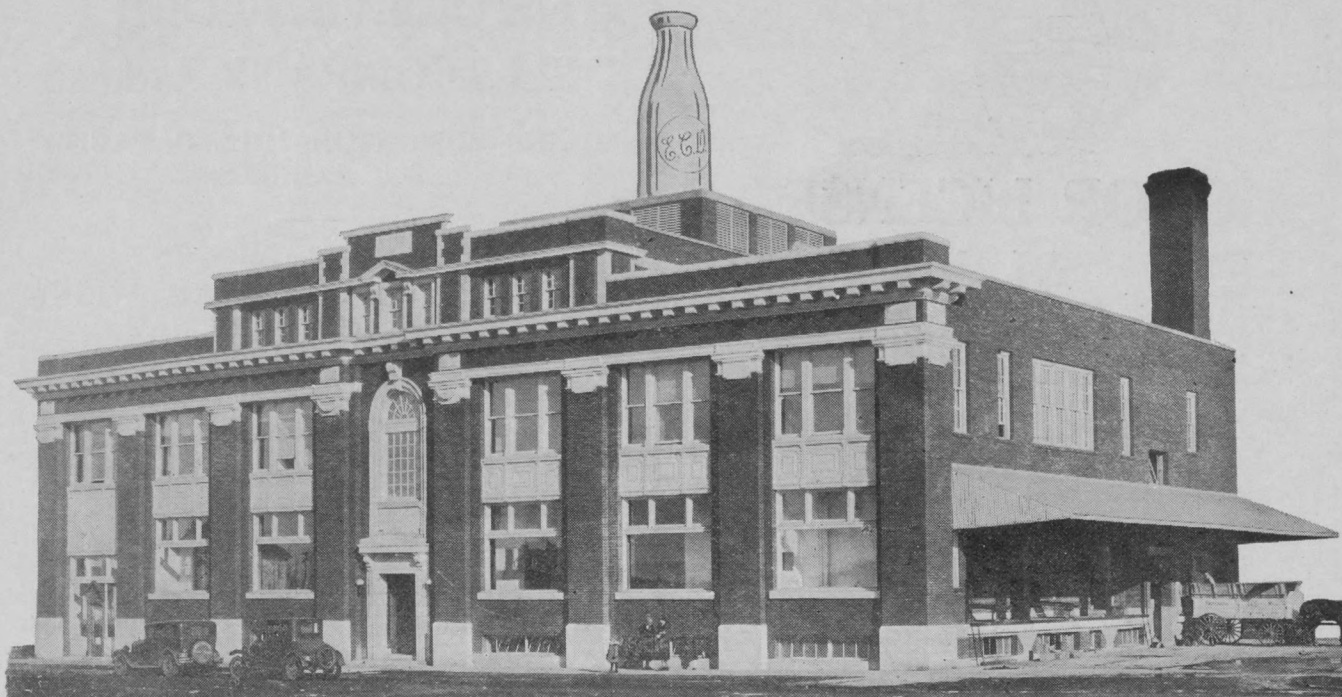
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**THERE IS NO  
EVIDENCE OF  
A COLLISION**

when repairs are made  
by our experienced  
workmen.

10172 98th Street - - - - - EDMONTON, ALBERTA





The headquarters of the E.C.D. Company, Limited, on 109th Street (near the C.P.R. Depot) Edmonton. Most up-to-date plant in the west. Started by W. W. Prevey in 1906. Today, employing over 135 people and serving 10,000 Edmonton homes.

### Our Famous Western Canada Series, **ROUTING MAPS**



Used in Manufacturing Offices.  
Wholesale Offices.  
Mail Order Houses.  
Banks, Brokers.  
Insurance Offices.

Individual Routing Maps of B. C., Alberta, Saskatchewan and Manitoba.

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### **Mundy Map Company**

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Edmonton, Alta.

### **Real Estate, Rentals and Fire Insurance**

We Specialize in:

WAINWRIGHT OIL LEASES  
AND STOCKS.

### **THE LOCATORS, LTD.**

N. C. Legge, Manager.

Phone 4632

10159 100A Street - Edmonton, Alta.

### **PEACE RIVER LANDS**

Reliable information is essential to a proper location being made.

Years of experience in the Peace enables me to give you first hand and reliable information concerning any district in the Peace River area.

This will save you money and time.

Homestead lands or other lands situated near community centres and railways a specialty.

#### **I CAN LOCATE YOU PROPERLY**

Also handling Edmonton real estate, houses and rentals, also insurance.

I have a splendid list of Norwood properties. Enquiries solicited.

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Norwood Blvd.

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"It Is Never Too Late To Mend."—Give Us A Trial.

**F. McCREADY**

10375 97th Street.

Phone 6613, Res. 4941

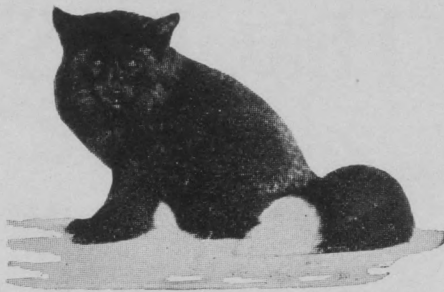
### **PRICE OIL DEVELOPMENT & REFINING COMPANY, LIMITED**

Manufacturers of Lubricants

Phone 4716

105th AVENUE

EDMONTON, ALBERTA



## REGISTERED SILVER FOXES ARE PROFITABLE

### WHAT AUTHORITIES SAY:

"Silver Fox Farming has attracted wide attention chiefly because of the enormous profits derived from the sale of the pelts and breeding stock. As a fur bearing animal propagated in captivity the silver fox has no rival."—(Bulletin No. 1151, U.S. Dept. of Agric.)

"New York, Jan. 31st, '29.

"Recent sales of Silver Fox Pelts in New York. Prices range from \$850 to \$100 as various kinds are put up.

"All previous world's records for quantity sold, total realized and buyers attendance, were broken at the three days' sale of silver fox skins, exclusively, which concluded here today. Bidding was active throughout, and pelts brought prices which ranged to \$850 for a choice half silver skin. Prices averaged all along the line 15% above the comparative prices of January, 1928."—(Associated Press Despatch.)

"Has the market saturation point been reached in the silver fox industry? G. Ennis Smith, Superintendent, Experimental Fox Ranch, Summerside, P.E.I., says NO, and will not for many years to come.: In fact," he says, "It will take fifty years at the present rate of development for the production to reach the demand."

It is also stated by other authorities that this industry is in its infancy.

WOULD YOU LIKE TO KNOW SOMETHING ABOUT THIS INDUSTRY AS AN INVESTMENT, SOUND AND PROFITABLE?

Drop a line or 'phone for descriptive pamphlet to:

**Frost Fleckt Fox Exchange**

Dealers, Breeders, Ranchers and Originators  
and Builders of

**The National Silver Fox Clubs**

EDMONTON, MORINVILLE, ST. PAUL, ALBERTA

Head Office:

10322 JASPER AVE. — Phone 2718 — EDMONTON

## Alberta Concrete Works

PHONE 81553

—A 100% EDMONTON INDUSTRY—

Others may come and others may go, but we are always here at your service with honest, reliable work.

Our estimates and advice is free and well worth having. Ask us for it.



Everything in Plain and Ornamental Concrete.

**SKOV, "The Cement Man"**

10985 126th Street

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ALBERTA

## THE LAUNDRY DOES IT THE BEST!

—SEND YOUR NEXT TO—

**THE NEW METHOD  
LAUNDRY, LIMITED**

11060 Jasper Ave. Phone 6114

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# The PAVEMENTS That LAST

THE PRESTIGE OF THE CROWN PAVING & CONSTRUCTION COMPANY, LIMITED, HAS STEADILY AND PAINSTAKINGLY BEEN BUILT UP AS THE RESULT OF CARE IN CHOICE OF MATERIALS TO BE USED IN PAVING CONSTRUCTION AND EMPLOYING SKILLED AND EFFICIENT LABOR IN THE CONSTRUCTION OF THE WORK.

**Built Under Laboratory Control**

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- Plant and Office: 11351 82nd Street -

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Alberta

# Come and See the New Cars



Graham-Paige presents NEW SIXES and EIGHTS—of added beauty, improved performance, and, we believe, even greater value. These new models succeed those which in 1928 established a new all-time record for first-year sales volume.

We want you to see them—and to enjoy a demonstration of the thrilling performance of the GRAHAM-PAIGE FOUR SPEED TRANSMISSION (TWO HIGH SPEEDS—STANDARD GEAR SHIFT).

GRAHAM-PAIGE

## PENN MOTOR SALES LIMITED

Distributors:

GRAHAM-PAIGE MOTOR CARS AND WHITE TRUCKS

New Address after May 1st—Corner 114th Street and  
Jasper Avenue. Phone 83333.

Present Address—10165 103rd STREET.

PHONE 1066

EDMONTON, ALBERTA.

# **Snowflake Laundry - LIMITED -**

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**Phone 1735**

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**10404 98th Street  
EDMONTON**

## **Central Business Property Edmonton**

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We have several business sites for sale close in, including JASPER AVENUE, one of the finest highways in the West. These are at low prices and we consider them one of the BEST INVESTMENTS IN THE CITY OF EDMONTON TODAY.

Edmonton's building program for this year to date exceeds over \$7,000,000 and 1929 will be the biggest building year in its history.

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## **Stanley Investment Co., Ltd.**

**10052 100th Street**

**EDMONTON - - ALBERTA**

## **DOUGLAS- HAMMILL LIMITED**

Successors to

**Metal Specialty Company**

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Manufacturers of—

### **SIGNS**

All-Steel Reflex.  
Opalite Glass.  
New-A-Tube Opalite.  
THE NEW GAS ELECTRIC  
NEON.  
All Made in Edmonton.  
Also Painted Signs of All Kinds.

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**Consult Us About Your Sign Requirements**

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Phone 6447**

## **KENWOOD & KENWOOD**

**Real Estate, Financial Agents, Insurance,  
Valuators.**

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**CENTRAL PROPERTIES, CHOICE FARM  
LANDS, RENTALS, ESTATES  
MANAGED.**

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**WE ARE PIONEERS IN OUR LINE—  
ESTABLISHED 1903.**

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## **Kenwood & Kenwood**

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**EDMONTON - - ALBERTA**



# THE NORTH WEST TENT & AWNING COMPANY, Ltd.



Manufacturers of Everything Canvas

Tents. Wagon Covers.  
Camp Equipment. Tarpaulins.  
Awnings.

Agents for—

Lincoln Camp Equipment.  
Gold Medal Folding Furniture.  
Badger Steel Cots.  
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American Kamp Kook Stoves.  
My Pal Themis Products.

Ask For Catalogue

9672 JASPER AVENUE

PHONE 2818

EDMONTON, ALBERTA

## LOOK THE WORLD SQUARE IN THE FACE

Poor light mars many a joy and many a friendship. Responsiveness in social and business relations demands quick and keen perception of the facial expressions of others.

If in doubt concerning your eyesight consult

**T. SATCHWELL**  
Optometrist and Optician  
Phone 2789

9975 JASPER AVENUE - EDMONTON

## LEONARD F. TOBY GENERAL CONTRACTOR

Phone 1561

Specializing in Every Kind of Building  
Construction. 20 Years' Building-  
Experience in Edmonton.

**Leonard F. Toby**

635 Tegler Building - Edmonton, Alta.

## Electrical Service Station

Battery Service and Repairs

**ALEX. M. GIBBS**

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## WE MAKE YOUR SILVER LOOK LIKE NEW!

**Edmonton Silver Plating Company**

H. Woodward, Manager

PHONE 4575 9532 JASPER AVE., EDMONTON

## GUARANTEE RADIATOR CO., NO. 3

Radiator Repairing and Recoring

We make our own radiators, call and inspect them.  
Deal here and the smile you get will  
cost you nothing.

PHONE 5594 10175-98th ST., EDMONTON

## MODEL ELECTRIC SHOP

10271 97th Street—Phone 4776

House wiring and repairs. Estimates furnished on  
all kinds of electrical work.

**P. BUTTI & SONS—Electrical Engineers**  
Better Prices—Better Work

## Sheet Metal, Heating, Furnace Installations and Repairs

**THE MILNE SHEET METAL WORKS**

9659 103rd Avenue

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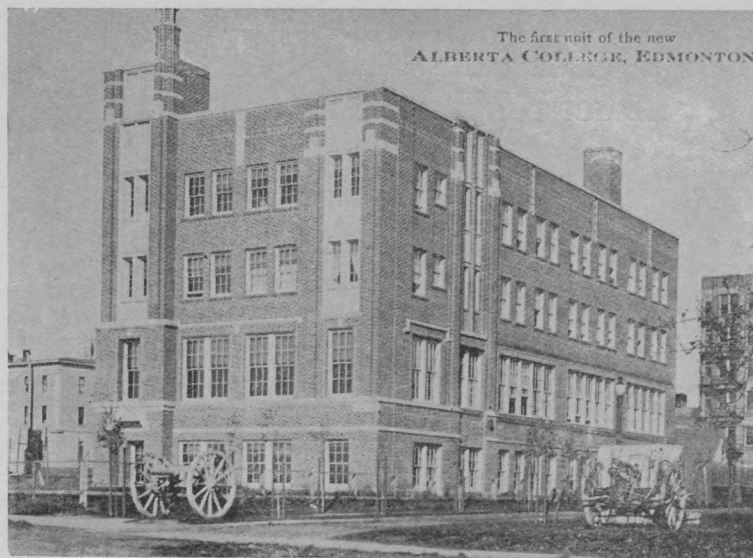
Edmonton, Alberta

## ALBERTA COLLEGE IS LANDMARK

The Alberta College is the educational landmark of Alberta. Established in 1903 by a committee of public-spirited citizens under the leadership of Rev. T. C. Buchanan. It was the first institution to furnish facilities for higher education in Edmonton. The first principal was the Rev. J. H. Riddell of Wesley College, Winnipeg, who was succeeded in 1913 by the present incumbent, the Rev. F. S. McCall, B.A., D.D.

Alberta College has an attendance of over 1,700 pupils drawn from all parts of the province, and for the past ten years the yearly average has been around 1,500. The curriculum is a varied one, including academic, arts, music and commercial courses, under the supervision of a teaching staff, each an expert in his line. It has residential facilities for pupils and the charges are moderate.

Alberta College students are much sought after by business houses, who recognize the thoroughness of the training pupils receive, especially along commercial lines, and it is a preparation ground for matriculation to the University of Alberta and for teachers desiring to enter Provincial Normal Schools. The college celebrated its Silver Anniversary on October 5th, 1928, just twenty-five years after the Rev. Dr. Riddell registered the first



New Alberta College Erected 1928

pupil, Mr. C. Ford. It is raising an anniversary fund of \$25,000 to apply upon the college indebtedness incurred by the erection of the magnificent new building overlooking the Saskatchewan river. The college is appealing to former students to do all possible to assist this fund. Much of the success of Alberta College may be attributed to the home element in the residential school. The personal home-like contact between teachers and pupils being much appreciated especially by rural pupils whom the college attracts in numbers.



Old Alberta College Erected in 1904 on 101st Street

### ALBERTA CONCRETE WORKS GROWING CONCERN

To illustrate the steady growth of small business in Edmonton, the case of the Alberta Concrete works, started by Chris Skov, is a good illustration.

Mr. Skov started in 1921 and had a gross turnover of \$2,078. This has steadily increased from that time on until in 1928 his turnover was over \$11,000.00.

Mr. Skov expects the year 1929 to be the best building year Edmonton has experienced for many years.



Now Open—The

## NEW RITZ HOTEL

EDMONTON, ALBERTA

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FIRST-CLASS ACCOMMODATION.  
CAFE SERVICE IN CONNECTION.  
PRICES MODERATE.

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## THE NEW RITZ HOTEL

H. A. McLean, Prop.

Three Block from the C. N. R. Depot

## WHAT TO SERVE?

For bridges, afternoon teas,  
or other gatherings, nothing  
is so tempting, so certain of  
general acceptance, as

### WOODLAND ICE CREAM

Convenient to serve, too,  
especially the bricks, of  
which Woodland offers a de-  
lightfully varied series.

ASK YOUR DEALER, OR

'Phone 6157

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## WOODLAND DAIRY LTD.

EDMONTON, ALBERTA

## COUTTS MACHINERY COMPANY LIMITED

Phone 5723

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### Manufacturers of

Grain Crushers, Saw Mills  
Pole Saws, Foundry and Ma-  
chine Shop Work, Acetylene  
Welding.

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## T. H. COUTTS

Manager

10569 95th Street, Edmonton

## The Secret of a Smart Appearance Lies in Clean, Properly Pressed Clothes

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### Time Soon Tells on Your Garments

Cleanliness is next to Godliness. This saying is  
as good in clothes as in body. Your associates re-  
spect neat, clean garments which radiate good taste.

Keep your wardrobe in proper shape by sending  
it to our plant, where it will receive proper at-  
tention.

Flying dust and constant wear soon break down  
fabric resistance. Allow us to rejuvenate your  
wardrobe by our SPECIAL CLEANING, DYEING  
AND PRESSING PROCESSES.

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PHONE FOR OUR DELIVERY TRUCK.

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## INTERNATIONAL DYERS & CLEANERS LIMITED

(Carl Lehmann Von Harten, Ph.D., Mgr.)

10664 97th Street, Edmonton. Phone 2565

# DURANT and STUDEBAKER

SOLD AND DISTRIBUTED IN ALBERTA BY:

## PREMIER MOTORS LIMITED

### PARTS

A very complete stock of parts will be carried at all times and Studebaker owners both past, present and future can always be assured of getting all parts right here in Edmonton without any unnecessary delay.

### SERVICE

Service on any car is a very important item. Realizing this, the Premier Motors are paying special attention to the servicing of the Studebaker. No need to have your car laid up for weeks, everything that is necessary for the servicing of the Studebaker will be thoroughly taken care of in our garage.

All the New 1929 Models on Display

## DURANT AND STUDEBAKER

Premier Motors now offer to the people of Edmonton and district two price class leaders, instead of one. With the addition of Studebaker we feel that we have two of the finest cars on the market. Being always alert to new business you will find a courteous staff of salesmen always willing and eager to explain to you the various advantages of the cars for which we are distributors. Visitors to our showrooms are always welcome, and if you are thinking of a new car this spring we earnestly advise you to drop into Premier Motors.

**10130 102nd STREET (Just North of Jasper Ave.) PHONE 9358**

EDMONTON, ALBERTA

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GALGARY, ALBERTA



## R. L. GREENE & COMPANY, LIMITED

TELEPHONE 9214

10158 JASPER AVENUE

EDMONTON, ALBERTA, CANADA

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EDMONTON

ALBERTA

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EDMONTON'S OLDEST  
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